

# Module 6 – Design Rationale

Elizabeth Oderkirk – February 19, 2014

---

Using Adobe Kuler, I played around with colors. I liked the color scheme that I used on my sitemap, but that seemed a bit too busy for a professional portfolio. My favorite color is blue, so I played around with different shades of blue. I love looking at Hannah Conlin's alumni portfolio, which uses grayscale and red colors on a black background. I added black to my color scheme and compared each blue to the black individually. I thought about using white as my content-area background, but it seemed to me to be too much of a stark contrast, so I found a light powder blue. A shade of navy blue worked well against it, so I decided to use that for content subheaders. A bold royal blue looked awesome against the black, so that was chosen for my page header and navigation color.

Moving on to the typography template, I pulled up Google fonts and started selecting fonts that I thought looked cool. After I found about 8 fonts, I went through and eliminated those that looked too crazy, fun, or unprofessional. I compared the remaining four, thinking about what I wanted my name to look like on my home page. I've always loved having a z in my first name, so I specifically looked at what fonts did to the letter z. I finally chose the font Oregano because it was simple, elegant, but had some flare to it. It appeared to be written in brushstrokes, with extra weight on the bottoms of the z, e, and k letters that I found interesting. The effect is pretty cool with k being repeated in my last name.

With my color palette and typography template completed, I opened up GIMP and started creating my first design comp. I began with the resume page, but it is the simplest: header, navigation, content area, and footer. I made the "Resume" tab title the same shade as the content box because white was once again too bright, but the powder blue showed up well against the black and in comparison with the royal blue, clearly defining that the Resume tab was selected. Since this page will contain only my resume content and a PDF version to open, I didn't believe a content subheader was necessary, since the header would change to "Resume" to announce what page the viewer was on.

Having the header and the navigation being the same colors bade it difficult to determine what was clickable and what was not, so I added a divider line in the same shade of blue. This made my header very discernable from the navigation, which actually looked like a navigation bar after adding the line. I also added vertical lines between my navigation tab titles. Since Professional Communication is the only two-word title, it was

difficult to tell that Professional and Communication weren't two separate tabs. The vertical lines helped to show signify where tabs were.

Continuing on to the samples pages, I copied the resume GIMP file so I wouldn't have to recreate the basic structure. I decided to just work with the editing page, since all of the samples pages will look the same but with different content. I once again changed the header to and the tab color to designate that this was the Editing page. I figured that content should be organized simply, so I added sample areas to the page. Each sample was given a subheader spot, a content area, and a thumbnail (indicated by PDF icons, but these will be images of the actual samples).

Finally, the landing page. The header for this page became my name, but the "Home" tab title was made the light blue of my content area. I added the "About Me" content subheader and included a text area. I added a royal blue outline around my contact information, designated simply by the icons for email, Facebook, and Twitter. Since I had plenty of space in that area, I placed my picture there. I wasn't really sure about the royal blue outline, but I did want to separate that space somehow, and it was the only way I could think to do so. Reflecting back on it now, I wish I had made that box outline navy blue, as it would have resonated with the content subheader, rather than knocking the page off-balance with more header color in the content area.